

The Hollywood Media District Business Improvement District

Quarterly Report January – March 2014

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

**Susan Levi & Associates, Inc.
13029 A Victory Blvd., #319
North Hollywood, CA 91606
818 780-9100 phone
818 780-9104 fax**

The Hollywood Media District BID
First Quarter Report
January – March 2014
Page 1

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the operation and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone, internet, signage, business cards, uniforms, holiday bonuses and LADWP Outdoor Security Lighting Program. These expenses totaled two thousand four hundred eighty one dollars and six cents (\$2,481.06).

The costs associated with the patrol vehicle included: gas, maintenance, registration and insurance. Total expenditures for this quarter were nine hundred three dollars and two cents (\$903.02).

In this quarter, the BID incurred a total of one hundred forty one thousand eight hundred fifty five dollars and ninety two cents (\$141,855.92) for security services and eight thousand eight hundred sixty two dollars and fifty four cents (\$8,862.54) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of three thousand seven hundred and twenty dollars (\$3,720.00). The BID also paid Metro Video to move one camera to a location where it was much more needed at a cost of two thousand dollars (\$2,000.00).

Total 1st quarter security expenditures were one hundred fifty nine thousand eight hundred twenty two dollars and fifty four cents (\$159,822.54).

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

The Hollywood Media District BID
First Quarter Report
January – March 2014
Page 2

Total expenditures this quarter for maintenance, including the Hollywood Beautification Team services, tree pruning, uniforms, administrative expenses, and median repairs were sixty two thousand eleven dollars and sixty one cents (\$62,011.61).

Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval.

The BID distributed its quarterly newsletter at an expense of three hundred sixty nine dollars and twenty nine cents (\$369.29) including copying and postage.

The BID paid six hundred dollars (\$600.00) for our holiday décor program.

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled eight thousand four hundred dollars (\$8,400.00), as well as the administrative assistant, which totaled six hundred seventy eight dollars and forty eight cents (\$678.48).

Total 1st Quarter Improvements and Marketing expenditures were ten thousand forty seven dollars and seventy seven cents (\$10,047.77).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax/DSL, payroll services, gas reimbursement, postage, annual Board Election, holiday bonus and taxes.

Total management expenditures for this quarter were twenty six thousand five hundred twenty two dollars and four cents (\$26,522.04).

In this Quarter, the BID received four hundred ninety eight thousand seven hundred forty four dollars and zero cents (\$498,744.00) in assessments, seven hundred ninety seven

**The Hollywood Media District BID
First Quarter Report
January – March 2014
Page 3**

dollars and forty six cents (\$797.46) in accrued interest and one hundred thirty nine dollars and fifty three cents (\$139.53) in total money market interest.

Special Projects/Contingency:

The BID contracted with Edward Henning & Associates to provide consulting services for BID Renewal. Total expenses incurred in this quarter were three thousand eight hundred and seventy five dollars (\$3,875.00).

The BID gave a gift to a local photographer for taking photos for the promotional piece that was mailed out with the petition packages for BID renewal in the amount of forty three dollars and fifty nine cents (\$43.59).

The BID considered partnering with the Central Hollywood Neighborhood Council to install dog waste stations in the district. They were ordered prematurely and it was realized that the maintenance of these stations was cost prohibitive and they were returned at a cost of two hundred seventy nine dollars and eighty eight cents (\$279.88).

The BID placed an ad in a popular Hollywood area magazine that also included a very positive feature story on our accomplishments at a cost of five hundred dollars (\$500.00).

The BID was charged twenty one thousand one hundred ten dollars and forty eight cents (\$21,110.48) in County/City Recovery Fees.

Total Special Projects/Contingency expenditures were twenty five thousand eight hundred eight dollars and ninety five cents (\$25,808.95).

1:18 PM
05/21/14
Cash Basis

Hollywood Media District Property Owners' Association

Profit & Loss

January through March 2014

	Jan - Mar 14
Ordinary Income/Expense	
Income	
Property Tax Assessments	
Accrued Interest	797.46
Property Tax Assessments - Other	498,744.00
Total Property Tax Assessments	499,541.46
Interest Income	139.53
Total Income	499,680.99
Expense	
Security	
Internet	502.98
Cell Phone/Telephone	259.28
Patrol Car	
registration	116.00
gas/maintenance	787.02
Total Patrol Car	903.02
Security Camera	5,720.00
Admin	7,699.44
Admin Assistant	1,163.10
Uniforms	1,061.05
Security Services	141,855.92
Security Lights	657.75
Total Security	159,822.54
Cleaning and Maintenance	
Repairs	
median accident	15,797.95
Repairs - Other	2,625.00
Total Repairs	18,422.95
Tree Pruning	6,108.00
Admin	4,620.00
Admin Assistant	1,163.10
Cleaning and Maintenance - Other	31,697.56
Total Cleaning and Maintenance	62,011.61
Improvements and Marketing	
holiday decor	600.00
Newsletter	
Postage	184.00
Newsletter - Other	185.29
Total Newsletter	369.29
Admin	8,400.00
Admin Assistant	678.48
Total Improvements and Marketing	10,047.77
Management	
Annual Board Election	5.10
Internet Service	329.31
Tax & License	208.39
Payroll Service	594.92
Management Consulting	8,780.56
Assistant	6,687.60
Insurance - Health	1,636.17
Taxes - Payroll	1,217.43
Insurance	
Workers' Comp.	136.27
Insurance - Other	6,228.00
Total Insurance	6,364.27
Rent	95.40
Telephone	304.45

1:18 PM

05/21/14

Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
January through March 2014

	Jan - Mar 14
Postage/Messenger	49.00
Office Supplies	44.34
Meeting Supplies	205.10
Total Management	26,522.04
Special Projects	
Contingency,, contingency, gift	43.59
Contingency, shipping reimburse	279.88
Contingency, ad	500.00
BID Renewal	3,875.00
City/County Collection Fee	21,110.48
Total Special Projects	25,808.95
Total Expense	284,212.91
Net Ordinary Income	215,468.08
Net Income	215,468.08

1:19 PM
05/21/14
Cash Basis

Hollywood Media District Property Owners' Association
Balance Sheet
As of March 31, 2014

	<u>Mar 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
Private Bank Checking	6,137.43
Private Bank MM BID II	<u>302,457.80</u>
Total Checking/Savings	<u>308,595.23</u>
Total Current Assets	<u>308,595.23</u>
TOTAL ASSETS	<u><u>308,595.23</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Taxes	10.00
Payroll Taxes Withheld	<u>5,993.91</u>
Total Other Current Liabilities	<u>6,003.91</u>
Total Current Liabilities	<u>6,003.91</u>
Total Liabilities	<u>6,003.91</u>
Equity	
Accumulated Fund Balance	87,123.24
Net Income	<u>215,468.08</u>
Total Equity	<u>302,591.32</u>
TOTAL LIABILITIES & EQUITY	<u><u>308,595.23</u></u>

The Hollywood Media District Business Improvement District

Quarterly Report April – June 2014

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

**Susan Levi & Associates, Inc.
13029 A Victory Blvd., #319
North Hollywood, CA 91606
818 780-9100 phone
818 780-9104 fax**

The Hollywood Media District BID
Second Quarter Report
April – June 2014
Page 1

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the operation and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone, internet, signage, business cards, uniforms, holiday bonuses and LADWP Outdoor Security Lighting Program. These expenses totaled one thousand four hundred seventy eight dollars and seventy three cents (\$1,478.73).

The costs associated with the patrol vehicle included: gas, maintenance, registration and insurance. Total expenditures for this quarter were one thousand six hundred twenty five dollars and sixty six cents (\$1,625.66).

In this quarter, the BID incurred a total of one hundred sixty two thousand four hundred forty two dollars and thirty eight cents (\$162,442.38) for security services and five thousand two hundred six dollars and seventy six cents (\$5,206.76) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of three thousand seven hundred and twenty dollars (\$3,720.00).

Total 2nd quarter security expenditures were one hundred seventy four thousand four hundred seventy three dollars and fifty three cents (\$174,473.53).

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

Total expenditures this quarter for maintenance, including the Hollywood Beautification Team services, tree pruning, uniforms, administrative expenses, and median repairs were thirty five thousand three hundred forty five dollars and sixty five cents (\$35,345.65).

The Hollywood Media District BID
Second Quarter Report
April – June 2014
Page 2

Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval.

The BID distributed its quarterly newsletter at an expense of three hundred sixty three dollars and seven cents (\$363.07) including copying and postage.

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled four thousand nine hundred dollars (\$4,200.00), as well as the administrative assistant, which totaled seven hundred ninety one dollars and forty six cents (\$791.46).

Total 2nd Quarter Improvements and Marketing expenditures were five thousand three fifty four dollars and fifty three cents (\$5,354.53).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax/DSL, payroll services, gas reimbursement, postage, annual Board Election, holiday bonus and taxes.

Total management expenditures for this quarter were sixteen thousand nine hundred ninety nine dollars and eighteen cents (\$16,999.18).

In this Quarter, the BID received three hundred ninety four thousand twenty eight dollars and seventy three cents (\$394,028.73) in assessments, one hundred eighty four dollars and three cents (\$184.03) in accrued interest and three hundred forty one dollars and four cents (\$341.04) in total money market interest.

**The Hollywood Media District BID
Second Quarter Report
April – June 2014
Page 3**

Special Projects/Contingency:

The BID contracted with Edward Henning & Associates to provide consulting services for BID Renewal. Total expenses incurred in this quarter were eleven thousand seven hundred and one dollar and sixty nine cents (\$11,701.69).

1:18 PM
05/21/14
Cash Basis

Hollywood Media District Property Owners' Association

Profit & Loss

January through March 2014

	Jan - Mar 14
Ordinary Income/Expense	
Income	
Property Tax Assessments	
Accrued Interest	797.46
Property Tax Assessments - Other	498,744.00
Total Property Tax Assessments	499,541.46
Interest Income	139.53
Total Income	499,680.99
Expense	
Security	
Internet	502.98
Cell Phone/Telephone	259.28
Patrol Car	
registration	116.00
gas/maintenance	787.02
Total Patrol Car	903.02
Security Camera	5,720.00
Admin	7,699.44
Admin Assistant	1,163.10
Uniforms	1,061.05
Security Services	141,855.92
Security Lights	657.75
Total Security	159,822.54
Cleaning and Maintenance	
Repairs	
median accident	15,797.95
Repairs - Other	2,625.00
Total Repairs	18,422.95
Tree Pruning	6,108.00
Admin	4,620.00
Admin Assistant	1,163.10
Cleaning and Maintenance - Other	31,697.56
Total Cleaning and Maintenance	62,011.61
Improvements and Marketing	
holiday decor	600.00
Newsletter	
Postage	184.00
Newsletter - Other	185.29
Total Newsletter	369.29
Admin	8,400.00
Admin Assistant	678.48
Total Improvements and Marketing	10,047.77
Management	
Annual Board Election	5.10
Internet Service	329.31
Tax & License	208.39
Payroll Service	594.92
Management Consulting	8,780.56
Assistant	6,687.60
Insurance - Health	1,636.17
Taxes - Payroll	1,217.43
Insurance	
Workers' Comp.	136.27
Insurance - Other	6,228.00
Total Insurance	6,364.27
Rent	95.40
Telephone	304.45

1:18 PM
05/21/14
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
January through March 2014

	Jan - Mar 14
Postage/Messenger	49.00
Office Supplies	44.34
Meeting Supplies	205.10
Total Management	26,522.04
Special Projects	
Contingency,, contingency, gift	43.59
Contingency, shipping reimburse	279.88
Contingency, ad	500.00
BID Renewal	3,875.00
City/County Collection Fee	21,110.48
Total Special Projects	25,808.95
Total Expense	284,212.91
Net Ordinary Income	215,468.08
Net Income	215,468.08

1:19 PM
05/21/14
Cash Basis

Hollywood Media District Property Owners' Association
Balance Sheet
As of March 31, 2014

	<u>Mar 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
Private Bank Checking	6,137.43
Private Bank MM BID II	302,457.80
Total Checking/Savings	<u>308,595.23</u>
Total Current Assets	<u>308,595.23</u>
TOTAL ASSETS	<u>308,595.23</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Taxes	10.00
Payroll Taxes Withheld	5,993.91
Total Other Current Liabilities	<u>6,003.91</u>
Total Current Liabilities	<u>6,003.91</u>
Total Liabilities	<u>6,003.91</u>
Equity	
Accumulated Fund Balance	87,123.24
Net Income	215,468.08
Total Equity	<u>302,591.32</u>
TOTAL LIABILITIES & EQUITY	<u>308,595.23</u>



RECEIVED
2014 DEC -5 AM 6:56
SENIOR
SECTION

Tuesday, December 2, 2014

June Lagmay
Office of the City Clerk
200 N. Spring Street
Room 224
Los Angeles, CA 90012

Re: 3rd Quarter Report - July 1, 2014 - September 30, 2014

Dear Ms. Lagmay,

On behalf of the Board, I would like to present the third quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

3rd QUARTER ACTIVITIES

1. **Security:** For this quarter, Universal Protection Services continued with unarmed foot and bike patrols, providing 24-hour security 7 days a week. Reports were made of patrol findings on a daily basis. A report is given at regular Board meetings. In addition to providing security, the goal is to be helpful to everyone they encounter in the district.
2. **Maintenance:** For this quarter, Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, gutters, driveways, tree wells. They also remove stickers and paint over graffiti on buildings, trees, poles, planters, utility bases or other surfaces on a daily basis. They pressure washed bus stops and sidewalks throughout the district.

1304 N. Highland Avenue #200
Hollywood, CA 90028
T: 323-860-0088
F: 323-860-0089



3. **Marketing:** Maintenance of the current website continued and development of a new website is necessary and will be discussed and created in 2015. The Board is exploring opportunities to expand it's current social media presence. Most importantly, the Board realizes it must create a detailed questionnaire that will allow them to better assess the current and future needs of property owners. Lastly, a consultant was hired for the renewal process and was paid a fee of \$25,000.
4. **Administration:** We are pleased to report that the renewal and expansion efforts were successful. The Hollywood Media District Property Owner's Association was granted an extension through 2024. Please be advised that the Hollywood Media District Property Owners Association did not renew Susan Levi's employment contract. Steven Whiddon was hired to replace Susan Levi as Executive Director, effective September 15, 2014.

Budget Category	Annual Budget	3 rd Quarter Amount Spent	Y-T-D Amount Spent	Projected 4 th Qtr. Spending
Security	578,000	144,500	433,500	144,500
Maintenance	210,000	52,500	157,500	52,500
Marketing	29,000	25,750	27,250	1,750
Administration	177,316	44,329	132,987	44,329
Contingency	64,161	0	500	63,661
TOTAL	1,058,477	223,079	751,737	306,740

Should you have questions, please contact me at the numbers listed below.

Sincerely,


Steven Whiddon
Executive Director
Hollywood Media District

1304 N. Highland Avenue #200
Hollywood, CA 90028
T: 323-860-0088
F: 323-860-0089



Tuesday, December 2, 2014

June Lagmay
Office of the City Clerk
200 N. Spring Street
Room 224
Los Angeles, CA 90012

Re: 3rd Quarter Report – July 1, 2014 – September 30, 2014

Dear Ms. Lagmay,

On behalf of the Board, I would like to present the third quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

3rd QUARTER ACTIVITIES

1. **Security:** For this quarter, Universal Protection Services continued with unarmed foot and bike patrols, providing 24-hour security 7 days a week. Reports were made of patrol findings on a daily basis. A report is given at regular Board meetings. In addition to providing security, the goal is to be helpful to everyone they encounter in the district.
2. **Maintenance:** For this quarter, Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, gutters, driveways, tree wells. They also remove stickers and paint over graffiti on buildings, trees, poles, planters, utility bases or other surfaces on a daily basis. They pressure washed bus stops and sidewalks throughout the district.

1304 N. Highland Avenue #200
Hollywood, CA 90028
T: 323-860-0088
F: 323-860-0089



3. **Marketing:** Maintenance of the current website continued and development of a new website is necessary and will be discussed and created in 2015. The Board is exploring opportunities to expand it's current social media presence. Most importantly, the Board realizes it must create a detailed questionnaire that will allow them to better assess the current and future needs of property owners. Lastly, a consultant was hired for the renewal process and was paid a fee of \$25,000.
4. **Administration:** We are pleased to report that the renewal and expansion efforts were successful. The Hollywood Media District Property Owner's Association was granted an extension through 2024. Please be advised that the Hollywood Media District Property Owners Association did not renew Susan Levi's employment contract. Steven Whiddon was hired to replace Susan Levi as Executive Director, effective September 15, 2014.

Budget Category	Annual Budget	3 rd Quarter Amount Spent	Y-T-D Amount Spent	Projected 4 th Qtr. Spending
Security	578,000	144,500	433,500	144,500
Maintenance	210,000	52,500	157,500	52,500
Marketing	29,000	25,750	27,250	1,750
Administration	177,316	44,329	132,987	44,329
Contingency	64,161	0	500	63,661
TOTAL	1,058,477	223,079	751,737	306,740

Should you have questions, please contact me at the numbers listed below.

Sincerely,

Steven Whiddon
Executive Director
Hollywood Media District

1304 N. Highland Avenue #200
Hollywood, CA 90028
T: 323-860-0088
F: 323-860-0089



Monday, January 26, 2015

June Lagmay
Office of the City Clerk
200 N. Spring Street
Room 224
Los Angeles, CA 90012

Re: ^{4th} Quarter Report - October 1, 2014 - December 31, 2014

Dear Ms. Lagmay,

On behalf of the Board, I would like to present the fourth quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

4th QUARTER ACTIVITIES

1. **Security:** For this quarter, Universal Protection Services continued with unarmed foot and bike patrols, providing 24-hour security 7 days a week. Reports were made of patrol findings on a daily basis. A report is given at regular Board meetings. In addition to providing security, the goal is to be helpful to everyone they encounter in the district.
2. **Maintenance:** For this quarter, Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, gutters, driveways, tree wells. They also remove stickers and paint over graffiti on buildings, trees, poles, planters, utility bases or other surfaces on a daily basis. They pressure washed bus stops and sidewalks throughout the district.

1304 N. Highland Avenue #200
Hollywood, CA 90028
T: 323-860-0088
F: 323-860-0089



3. **Marketing:** Maintenance of the current website continued and development of a new website is necessary and will be discussed and created in 2015. The Board is exploring opportunities to expand it's current social media presence. Most importantly, the Board realizes it must create a detailed questionnaire that will allow them to better assess the current and future needs of property owners. As reported in the 3rd Quarter report, a consultant was hired for the renewal process and was paid a fee of \$25,000.
4. **Administration:** We are pleased to report that the renewal and expansion efforts were successful. The Hollywood Media District Property Owner's Association was granted an extension through 2024. Our Security and Maintenance teams will begin servicing the expanded areas at 12:00 am January 1, 2015.

Budget Category	2014 Annual Budget	4th Quarter Amount Spent	Y-T-D Amount Spent	Projected 1 st Qtr. 2015 Spending
Security	578,000	144,500	578,000	128,005
Maintenance	210,000	52,500	210,000	52,500
Marketing	29,000	1,750	29,000	7,250
Administration	177,316	44,329	177,316	62,244
Contingency	64,161	6,483	6,983	16,040
TOTAL	1,058,477	249,562	1,001,299	266,039

Should you have questions, please contact me at the numbers listed below.

Sincerely,

Sharon Whidden
Executive Director
Hollywood Media District

1304 N. Highland Avenue #200
Hollywood, CA 90028
T: 323-860-0088
F: 323-860-0089

the media messenger

the newsletter of the
Summer 2014

media
district

volume 15 issue 2

The Hollywood Media District is a Business Improvement District (BID), comprised of nearly 220 unique property owners representing 509 parcels and over 300 businesses. The mission of the Media District is to enhance the security, cleanliness, beautification and commercial desirability of the area. If you're in the business, you should be in the District!

City Approves Hollywood Media District BID Renewal for Another Ten Years

The Hollywood Media District BID completed all the City of LA requirements and has successfully been renewed for the next ten years. On July 29th, and after LA City Council approved the renewal, the office of the City Clerk tallied ballots. Overwhelmingly the owners of property in the BID voted yes for this renewal.

Since 2000 the BID has been providing 24-7 security patrols and daily cleaning services, and there have been over 600 new street trees planted within the District. These much-needed services, as well as the greening, have helped make central Hollywood's Media District more desirable and prosperous. Property owners and their tenants, businesses and their employees, and visitors to the area have all benefited from having a BID. And now that the BID has been renewed for the next ten years, enabling the BID to continue serving all the Media District stakeholders.

The challenges facing the Media District over the next ten years will certainly change and the BID will be ready to meet them. The BID will need to maintain competitiveness, continue to add value to the importance of having a BID, and provide more services as demands increase.

Issues of homelessness, street crime, cleaning and greening, changes in land use and new development, parking, and the overall prosperity of the District are and have been the BID's concerns and will continue to be. Most importantly, the BID will need to remain fiscally responsible.

The BID's goals are many and multifaceted, but the basic core importance is to maintain and to enhance the security, cleanliness, beautification and commercial desirability of the area.

The Media District BID is extremely grateful for the support received from the property owners, as well as the entire Hollywood community over the past 14 years. We also look forward to growing new relationships and partnerships that will further the BID's goals.

Also a big welcome goes out to the new property owners and businesses in the BID's expansion areas, which are located to the north up Highland Ave. to De Longpre Ave., south down Vine St. to Melrose Ave., and to the west to Formosa Ave.

You can learn more about the BID by visiting the Media District's website at www.mediadistrict.org.

Thank you for helping us help you!

CA State Assembly Bill 1839

California Film and Television
Job Retention and Promotion Act



On August 27th, Gov. Jerry Brown and Legislators reached a deal to expand California's film and TV tax-credit program from its current amount at \$100 million to \$330 million a year for the next five years, more than tripling the funding available to productions. While this falls short of a hoped-for \$400 million mark, this represents a huge victory for the California entertainment community.

The legislation, authored by Assembly members Mike Gatto (LA) and Raul Bocanegra (Pacoima), scraps the current lottery system in favor of a program that would allocate tax credits based on how many jobs projects would create. AB 1839 also allows more projects to qualify, including most one-hour drama series and big-budget studio features.

Over the past 15 years, California's film industry has been increasingly threatened by film and television productions fleeing the state in search of better financial conditions. As other states have ramped up their incentive programs, California has lost nearly all big budget feature film production and most television production to other states with attractive tax credit programs.

This is a very significant change in bringing jobs home to California, and also back to Hollywood!

YOU ARE INVITED TO ATTEND ANNUAL MEETING & PARTY

Thursday, Sept. 18th, 5:30pm - 8pm

Your invitation is on the back cover of this newsletter.

Media District 2014 Board of Directors

Mike Malick, President
Marcus & Millichap

Ron Groeper, Vice President
McCaddenSpace

Carol Cassella, Vice President 1
Red Studios

Laurie Goldman, Treasurer
Representing Grub Restaurant

JL Singer, Assistant Treasurer
Hollywood Center Studios

Wil Anabel, Secretary
Mader Inc.

Michael Ankney,
Musician's Union, Local 47

David Bass,
Producers Film Center

Rick Howard,
Occidental Entertainment Group

Thor Lee,
*Avison Young
Commercial Real Estate*

Stephen Loverro,
West Coast Photo

Jeffrey Luster,
Major Properties

Willie Maldonado
Milk Studios

Mike Parker,
Mole-Richardson Co.

Adam Roodman,
Quixote Studios

Brian Scane,
Paladin Group

Jennifer Wolfson,
McCadden and Lex Theatres

Meetings of the Board of Directors are held monthly and are open to the public, and we encourage all stakeholders to attend. Up to 5 minutes is allotted per speaker for public comment, and up to 15 minutes are given for pre-arranged presentations. Contact Jim Omahen, Operations Manager, at 323.860.0088 or for more info go to:

www.mediadistrict.org

BID Services

Keeping Your Properties and Businesses Clean and Safe

We're here for you!

The Hollywood Media District BID has a contract with the Hollywood Beautification Team (HBT) for cleaning and maintenance needs within the District. HBT's responsibilities include emptying trashcans located along sidewalks, cleaning and removing all trash and debris from sidewalks, gutters, driveways, tree wells and from around trashcans. They also remove stickers and paint over graffiti on buildings, trees, poles, planters, utility bases or other surfaces on a daily basis. HBT also pressure washes bus stops and sidewalks throughout the BID.

Also, the Media District contracts with Universal Protection Services (UPS) to provide Security Patrols within the BID. These patrols are by foot, on bicycles, and in the Media District's security vehicle. Patrolling security officers are present throughout the District 24 hours a day and 7 days a week. If needed, they can be directly contacted by calling **323.871.4150**.

If you are having any problems keeping your property or business clean and safe – trash dumped or graffiti, suspicious or nuisance individuals coming onto your property or into your business – please consider completing two very important forms that can help. These forms are: a "Trespass Authorization" form and a "Graffiti Paint Out Agreement" form.

The first form is a "Trespass Authorization" that gives permission to Officers of the LAPD and the Media District to come on to your property and exercise enforcement of your No Trespassing signage. (Please note, you must have No Trespassing signs posted.)

The second form is a "Graffiti Paint Out Agreement" that allows HBT to come on to your property and paint out tagging and graffiti. Also, upon request they will accept paint from property owners and businesses in order to match your existing colors.

To obtain these Authorization and Agreement forms, or to request any other services within the BID, please call Jim Omahen, Operations Manager for the Media District at 323.860.0088, or email to jim@mediadistrict.org.

DID YOU KNOW?

Facts and Figures About the Media District BID

- The BID's Security Patrol Officers receive and respond to about 600 calls for help a month. Most calls involve a problem or situation involving illegal drug use or dealing, illegal solicitation or prostitution, trespassing on private properties, or related nuisances. Patrol Officers average 3 to 5 minutes response time to calls for help.
- The Media District's Operations Office receives approximately 30 calls and requests per week pertaining to services provided, property-based issues, street parking concerns, and related activities within the BID.
- The BID's Hollywood Beautification Team cleaning crews pick up and remove approximately 1500 bags of trash a month and remove as many as 200 items that have been dumped along sidewalks and streets; they paint-out up to 1000 sq. ft. of graffiti tags a month; and their crews are out sweeping and cleaning street gutters, parkways, and alleyways every day of the week.
- The Media District's "urban forest" has 956 street trees, and 70% of these have been planted by the BID and are also maintained by the BID.